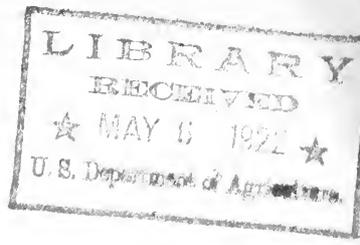


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



6261  
1



# Fuld's First Anniversary Offer

## IT'S UNIQUE FEATURE

*Our Patriotic Duty to Adopt  
American Flowers for the  
American Garden*

July 1917

# Maurice Fuld

PLANTSMAN - SEEDSMAN

1457 Broadway

New York



## MY FIRST ANNIVERSARY

It is just a year ago that I announced to the public the founding of my own establishment, and to-day I come to bring you the happy news that **I am established**—established with all security for a bright and prosperous future.

There is nothing selfish about me, particularly if I can part with happiness, and as we are told that divided joy is doubled, I am glad to fulfill this unwritten law, and I hope that every word of mine will make you realize that my happiness is genuine. But I am not lost in my happiness, nor am I oblivious as to my duties, and that is to tell you that it was you who made this happiness possible. You have not only been so generous, but you have been exceedingly patient, and it is the latter fact that touches me deep in my heart.

I have tried to be frank with you. I know I have never consciously side-stepped a single principle announced a year ago; but I have come to realize that flesh does not always respond to the will, and that even good human beings are sometimes subject to the law of nature. But of one particular thing I am proud: I have made friends—many, many friends; the kind that count in life, because after all the greatest achievement in life is the friends we make.

When I review to-day the happenings of the last 365 days, I can't say it was all rosy. There were hours when my heart was heavy, anxieties were many, troubles came in bunches, the clouds sometimes bespoke of storms; but sunshine always followed, and you know the sweetest sunshine of all is the good words of applause, of encouragement, of cheer from the thousands who have never met me, but to whom I brought a message of joy with my pen. And it was always your cheer that gave me new courage; it set my face once more toward the East, and I said to myself, "You must succeed, for the world wants you to succeed."

Again a frank confession: My ideal of perfection I haven't reached yet. Some of you might say, "You have been far from it the last twelve months," and I am going to tell you right now I know it only too well; but I have never yet given up a goal I strive for, and when we meet twelve months hence let us compare and see if I have not come nearer.

When I started in business my heart was filled with one great aim, and that was to conduct my business so that I would rarely ever have any complaints, for in my capacity in the past as employe, I came to realize that complaints and causes for them were the undermining factors which destroyed the health of any business.

To-day I look upon this subject differently. I say, it is impossible to avoid them, and, more so, I would almost be tempted to create them, and why? Because in adjusting complaints there is this great opportunity to prove that even in business one can be genuinely human, and to be human one must let one's sympathies have no restraint. I once read the advice of a great merchant. "Remember," he said, "a customer is always right." And that sunk in. Complaints with me to-day give me no longer cause for anxiety of losing a customer, for I know that I then have the opportunity of making that customer a life-long friend. So, you see, one by one I am taking the wrinkles out of business.

And now I am going to take you into my confidence and tell you that in this short space of twelve months I have gained over five thousand patrons, and that for my hard work I have realized sufficient financial rewards; that I could do my bit for my country by purchasing a few Liberty Bonds and still have a little fund to meet the natural growth of my establishment for the coming year. Isn't this great? So, you see, I have every reason to be happy. Join me, for I consider everyone of my patrons partners in the joys of my business, and I guarantee you your full share. Smile into the world, and the world smiles back at you. That is my maxim, and those who have met me will gladly testify that I live up to my maxim.

Now let us be serious. I have given you now and then in the past a little of joy in an offering. I have enjoyed it as much as you did, for I knew that you caught on and the proof was your orders. I intend to keep you busy ordering for the next twelve months, and to put you in a good mood, let me whisper to you that I have scores of new things which I shall surprise you with from time to time, and some of the old things I shall present to you in a new light, so that you think they are new. I shall not let your interest lag nor give you the opportunity to pull the strings of your purse tighter, but rather would suggest that you give free reins to your spirit for gardening. That you know it is the one redeeming pastime of life.

## Pot Grown Strawberries for Immediate Planting

You are always told that August is the month to set out plants of strawberries in order to have a full crop of berries the first season. If that held good, is it not reasonable to say that by planting good thrifty plants in July you are wintering a stronger plant, and in consequence may expect a larger crop next spring? This must appeal to any intelligent person as facts which cannot be disproved.

But in addition I give to the gardening public another advantage by the quality of plants I offer herewith.

Plants offered for "August delivery" are grown from runners in the field after the fruit has been harvested, while the plants furnished by me now are young, virgin plants of this spring's growth, of which the flowers have been removed, so that all the virgin power has been retained.

Such plants **must** give satisfaction.

**Directions for Planting.**—Strawberries do best in rich, deeply cultivated soil, where they can find ample moisture or food. But while these conditions are specific, one can grow them, and grow them well, in any kind of soil, provided the soil has been thoroughly spaded and manure or other humus has been dug into the soil.

After the soil has been prepared, smoothed and raked, draw your lines for your rows, allowing two feet between the rows. Set the plants fifteen inches apart in the row, and press the soil firmly around the roots: then water carefully, and in case of dry weather water regularly every day until the plants show signs of taking hold and growing. When they show new growth, dress the soil between the rows with Pulverized Sheep Manure, and this repeat once a month until October. Very late in the fall, at just about freezing weather, cover the patch, plants and all, with straw or dry salt hay. This covering must be removed as soon as weather is favorable in the spring, and then we dress our soil with "Poudrette," the greatest food for strawberry plants. This is slightly forked into the soil, and if soil is dry we water it in.

Do not allow runners to form on the plants either in spring or mid-summer, for it weakens the mother plant.

It is essential for every gardener to know that certain varieties of strawberries will only bear fruit if planted along side or alternated with a "perfect" or "self-fertilizing" sort. The imperfect sorts are termed "Pistillate."

**Prompt Shipment Made.** I do not furnish less than 25 plants of any one kind.

**Do you know** that you can enjoy luscious strawberries from September through the fall, and right from your garden, if you plant

## Fuld's Fall-Bearing Strawberries

**Progressive.**—This is the very best, and the one berry which I consider truly "fall-bearing." It produces round, large berries, of deep crimson, in constant procession from June until November. The berries are of good flavor, and a hundred plants of this kind will insure you a sufficient crop at one time that you can enjoy a full portion on the table.

Per 25 plants, \$1.75; 50, \$3.25; 100, \$6.00

**Superb.**—Of more recent origin. Bearing fine fruit, but of parent plants only, so that runners must be constantly removed. The berries are rich red from surface to center and are well flavored. Bears abundantly, but not as freely as "Progressive."

Per 25 plants, \$2.00; 50, \$3.75; 100, \$7.00

## Spring-Fruiting Strawberries

### Novelty—1917

**Premier.**—A most remarkable berry, producing its crop over the entire strawberry season; beginning as early as any and continuing to bear until the late ones have disappeared. Fruit is deeply and richly colored; very firm, and larger than any other berry.

Per 25 plants, \$1.75; 50, \$3.25; 100, \$6.00

### STANDARD VARIETIES

Whenever a variety is "Pistillate," or imperfect in fruiting, this will be mentioned, so as to avoid disappointment.

**Prices for all of the following:** Per 25 plants, \$1.15; 50, \$2; 100, \$3.50

**Brandywine** (mid-season).—A berry of fine aromatic flavor; large, firm and solid, and produces in all kinds of soil.

• **Climax.**—One of the earliest berries to lure us into the garden. The berries are medium large, round and very firm; a heavy cropper.

**Commonwealth.**—If you want to place a berry on the table that is a feast to look upon as well as to eat, try this. It is without doubt the richest of red, with not a spot of any lighter shade. The flavor is just delicious.

**Gandy.**—One of the best bearing sorts; large, firm berries, of finest flavor.

**Glen Mary.**—An old favorite, but still in the lead. As a heavy cropper it has never been equalled.

**Late Jersey Giant.**—The latest of all strawberries. It is superior to "Gandy." The berries are uniform and heart-shape, smooth and glossy, firm and meaty.

**Marshall.**—The finest berry found in the Boston market. It is of mid-season, rich red in color, and of enormous size. It does well in the region of New York, and particularly up-State.

**Sharpless.**—A berry especially favored in rich, strong, clayey soil. The berries are irregular in shape, but of splendid quality. Mid-season.

**Wm. Belt.**—The finest berry to be grown for the vicinity of New York and Northern New Jersey. In my opinion, it is the finest berry for the amateur, for you cannot buy it in the market, as it will not ship. It has a most delightful flavor, is juicy, and requires no sugar in preparing it for the table.

## HAVE YOU A SPOT WHERE, ON ACCOUNT OF OVER-HANGING TREES, GRASS REFUSES TO GROW?

Is shade produced through other mediums, with like results?

Have you a spot where the soil is naturally wet and nothing grows?

Again, have you a spot where the soil is too dry to keep anything green?

Still further, have you a steep terrace, where you have tried your level best to grow a strand of grass and failed?

Underneath your evergreens would you like a beautiful ground cover, where the spot is now brown and ugly?

Again, underneath shrubs would you like to hide the barren soil, which always spoils the effect of the garden?

Of course you have experienced these difficulties and would be mighty glad to remedy them. Now, I tell you that you can if you read and adopt the following suggestions:

There is a plant known as "Japanese Spurge" or, in botanical terms, *Pachysandra Terminalis*.

Let me describe it. From a single root appear several fleshy, straight stalks. They attain a height of about eight inches; are dressed with two or three whorls of glossy, healthy leaves, which retain their greenness winter and summer. In other words, it is an evergreen, absolutely hardy in the most severe climates, and thrives equally well in moderate temperatures. Of course, this story is told because I have a stock of these plants which I wish to sell. The plants in question are superior to anything I have ever seen. They have not less than three stalks and are in their third year of growth. These can be set twelve inches apart, and while this will leave space between them, one year's growth will fill in this and make it perfect.

After planting they require no cultivating and no mowing. Every year's growth makes a more perfect mat. Weeds have no chance to grow between them, and for effect they are the equal of the finest English ivy, with the improvement that winter does not brown them.

It bears no flower, carries no dust, nor sheds its leaves. It is absolutely immune from disease and insects, and is one of the finest gifts nature has given the ever-troubled gardener.

If it had any faults I would mention them, but it is truly perfect.

The plants I furnish can be set out from **now** until frost, and are guaranteed to give satisfaction.

Per dozen, \$2.50; per hundred, \$20.00; per thousand, \$150.00

## WOULD YOU LIKE TO POSSESS A PICTURESQUE HEDGE?

Something different, which no one else has; something which will make your garden charmingly beautiful; something which at one time of the year will fill your heart full of joy, and everybody else's who may come near your garden. And, still more, something which you can be sure will live and thrive.

I can read the following question on the lips of every reader of my offer: "I wonder what new plant he is going to offer to us now?"

Let me tell you my story:

Three years ago last June I visited Detroit and saw a number of gardens. There was one garden that was like a fairyland. It was rose time, and you must be able to go back with me in memory to revive the impression I received when from a distance of a mile I saw a most wonderful stretch of pink; so that I ran toward it, and with every step my imagination grew wilder as to what it could be, and finally I was ready to exclaim, "How marvelously beautiful!" What a wonderful sight! And lo, behold, there was for a stretch of several hundred feet a hedge of a most robust growing rose; a plant four or five feet high, trimmed somewhat square, with the cleanest and healthiest foliage (very similar to the finest of Hybrid Tea Roses) of gloss bronzy green in appearance, but simply showered with real double roses of the most pleasing pale pink, and, mind you, the average flower was from five to six inches across.

I should say there were from 25 to 50 of such flowers on a single plant—and now can you realize the picture? Of course, I was interested. I secured the name of the rose and put it away for future reference.

From Detroit I went to Camden, Maine, and lo, behold, here I found a smaller hedge of the same rose, and the owner told me that he has had it for five years and his plants had grown to a height of seven feet, but he cut them back every year to keep them within his desired limit.

This rose is called "Conrad Ferdinand Meyer." It is an offspring of the Rugosa roses, from which it obtains its robustness, but in appearance it has no resemblance. It is just as delightfully attractive as any rose in our gardens, but produces a dense growth, as good as any privet hedge, and it has really two seasons of attractiveness—one in June, when all roses bloom; the other in the fall, when the plants are covered once more with the most exquisite coral-red giant seed pods.

For hedge, set plants 18 inches apart in single rows. Put plenty of manure in the bottom of the trench, and you will have the most beautiful hedge in your town for fifty years to come.

No rosebug or disease attacks this rose; nor will animals, for it is full of thorns—just as if created for a hedge. And last, but not least, the rose possesses an exquisite fragrance.

I offer now, for "November delivery," American-grown stock on its own roots, field-grown plants of excellent quality, at

\$4.50 a dozen; \$35 per hundred

I have offered this rose for two seasons now, and each time I have been oversold to ten times the amount available. For this reason I am presenting my offer NOW, as you may want your needs reserved, and thus be one of the fortunate to enjoy this feast for the eye next year.

## RARE GERMAN IRIS

The best time to plant Iris, as offered here, is in August.

Let me book your order and ship it to you at the proper time.

	Each.	Dozen
<b>Admiral Togo.</b> White, slightly flushed lavender, edged purple.	\$0.20	\$2.00
<b>Bocage.</b> Rose, striped white (new).....	.25	2.50
<b>Celeste.</b> Tall; clear light blue; very fine.....	.20	2.00
<b>Cyphiane Superba.</b> A striking novelty; purple crimson.....	.40	4.00
<b>De Suze.</b> Violet .....	.20	2.00
<b>Duchess de Nemours.</b> White, with purple rays.....	.20	2.00
<b>Florentina.</b> White, slightly tinted lavender.....	.15	1.50
<b>Florentina Alba.</b> Purest white; quite early.....	.20	2.00
<b>General Grant.</b> Deep purple blue.....	.20	2.00
<b>Gazelle.</b> Rich maroon .....	.20	2.00
<b>Honorabilis.</b> Yellow with fall of purplish margin.....	.15	1.50
<b>Inector.</b> Purple; yellow case .....	.20	2.00
<b>La Tendresse.</b> Delicate lavender and lilac.....	.20	2.00
<b>La Tristesse.</b> A smoky white; only for fanciers.....	.20	2.00
<b>Magnet.</b> Light purple .....	.20	2.00
<b>Mrs. H. Darwin.</b> Dwarf; large white flowers with violet veins	.20	2.00
<b>Melle Almira.</b> Sky blue; extra fine; tall broad foliage and gigantic flowers .....	.35	3.50
<b>Time Chereau.</b> A giant rising 4½ feet high, with clear white flowers; beautifully fringed and shaded violet at edges; very showy .....	.15	1.50
<b>Mrs. Neunbrunner.</b> Clear golden yellow throughout; a great novelty, and one of the finest sorts in this collection....	.30	3.00
<b>Othello.</b> Rich deep purple .....	.20	2.00
<b>Pallida Dalmatica.</b> The king of all. Broad, tall foliage of a bluish-green color, with spikes 5 feet high; crowned with magnificent giant flowers of the clearest lavender; four flowers on a stem as a rule.....	.25	2.50
<b>Pallida Speciosa.</b> Violet .....	.20	2.00
<b>Pallida Australis.</b> Mauvy lavender; quite unique and rich....	.25	2.50
<b>Paquit.</b> Violet .....	.20	2.00
<b>Papho.</b> White with lilac markings.....	.20	2.00
<b>Sans Souci.</b> Yellow with brown markings.....	.25	2.50
<b>Walneri.</b> Light blue, suffused with royal purple.....	.25	2.50

## JAPANESE IRIS

The Orchids of the July garden. "Flower Lore" for August, 1916, gives a detailed story of "How to Grow These Successfully." Really you should not be without this practical monthly. Subscribe for it now; \$1 per year.

Please order by number, as the Japanese names are so difficult to pronounce.

### Double Japanese Iris

(These all have six large petals.)

1. **Gekka-no-nami.** Pure white.
2. **Shishi-odori.** Deep purple.

3. **Kumoma-no-sora.** White.
6. **Gel-shori.** Light purple, spotted white.
14. **Hana-avi.** Large; blue.
22. **Shishi-ikari.** Light purple; spotted white.
25. **Yedo-jiman.** Purplish blue; very large.
31. **Kosui-no-iro.** Light blue; very fine.
35. **Suchinkioa.** Purple, spotted white.
36. **Yedo-Kagami.** Light maroon, tinted lavender.
39. **Tsurugi-no-nami.** Light maroon, white flecks.
55. **Exquisite.** Light lavender, purple veins.
56. **Eugene.** White, striped purple.
57. **Fratte.** White, blue veins.
58. **Galatea.** Light blue, white veins.
59. **Gold Bound.** Large; white, golden center.
62. **Mahogany.** Dark red.
63. **Mt. Feld.** White, purple veins.
64. **Blue Bird.** Large; blue, lavender tint; fine.
65. **Navarre.** Rose, veined blue.
66. **Danube.** Rich blue, golden center.

### Single Japanese Iris

(These have only three large petals.)

4. **Kumo-obi.** Blue, purple veins.
7. **Sofu-no-Koi.** Purple, spotted white.
10. **Yomo-no-umi.** White, slightly shaded purple.
13. **Taiheiraku.** Light maroon, spotted white.
19. **Kimi-no-Megumi.** Violet rose, purple veins.
21. **Yezo-nishiki.** Maroon, white spots.
27. **O-torigi.** Light purple.
28. **Shirataki.** White, with pink center.
29. **Shiga-no-ura-nami.** Large; purplish blue.
34. **Momiju-no-taki.** Light maroon.
41. **Oyodo.** Light lavender; purple veins.
43. **Wakamuraski.** Light purple, with white spots.
48. **Tora-odori.** Purplish blue, spotted white.
50. **Date-dogu.** Light purple; large.
66. **Neptune.** Lilaceous pink.
67. **Peach Blossom.** Rosy white.

**Strong roots.**

Each, .35; dozen, \$3.50; per 100, \$25.00

### ORIENTAL POPPIES

The only time to transplant an Oriental Poppy is in August, for then it is dormant and can be moved anywhere without any fear of losing it.

Here I omit to offer all the scarlet varieties, for I am endeavoring to educate the public to the use of more artistic shadings in garden plants. In the July, 1916, number of "Flower Lore" I have disclosed how any one can produce 25 plants of any variety of Oriental Poppy from any one plant in the garden inside of one month. Isn't this worth to you the price of subscription of this paper—\$1 per year?

	Each.	Dozen.
<b>Jennie Mawson.</b> Salmon pink. Flowers well expanded and erectly held on stout stems.....	\$0.30	\$3.00
<b>Mary Studholme.</b> The pure salmon flowers have a touch of silver and really are the greatest departure in the new colors among flowers. When you have once seen this variety in bloom you are immediately enraptured with it	.30	3.00
<b>Mrs. Ferry.</b> Gigantic flowers, of a delightful shade of apricot pink.....	.30	3.00
<b>Ferry's White.</b> A monster flower of pure satiny white, with a large black blotch in the heart of the base.....	.50	5.00
<b>Princess Ena.</b> Very distinct in coloring from all others. The light orange salmon shade. Another distinct feature about it is that the flowers are only medium in size, but excellent in form and very free in production.....	.30	3.00

## FALL FLOWERING HARDY BABY'S BREATH

(*Euphorbia corollata*.)

Where is the person who does not love the Baby's Breath, both in the garden and when arranged with other flowers in the house? And oh, how we miss it when it goes by in July!

But we need not miss it any longer, for here I am offering another plant, which begins blooming when the Gysophila stops and continues to bloom till October. The plant grows fully two feet high, and every flower stalk begins on the ground. In size and appearance of flower it is like the annual Gysophila, but it is perfectly hardy and is a native wild flower in Michigan and other states. I offer collected roots, deliverable in fall at \$1.50 per dozen; \$10.00 per 100

## SEEDS TO BE SOWN IN JULY

### Pansy

Botanical Name, *Viola Maxima*.

Additional Popular Names—**Heartsease, Ladies' Delight.**

The use of the Pansy is so manifold that I only want to refer to one or two which are generally overlooked.

Try to grow them in separate colors, so that you can use them in ribbon effect. Suppose you had two rows—plant one white and the other yellow. Again, violet and yellow make a magnificent combination, and so on. Use it as a carpet plant for showy slender perennials to grow through it. Suppose you allow the blue slender flax to grow over a carpet of white pansies, wouldn't it be just great. And so on.

They love semi-shade, and if you want them to bloom all summer find such a spot for them; but if you only want them for spring bloom, then any spot will do.

**Its Culture.**—The majority of authorities will recommend summer sowing of seeds, in a well-prepared spot in the garden, where the soil is good, rich and moist and can be kept moist, and above all select a spot which is half shaded. Here sow the seeds, rake them into the soil, and cover them with the least amount of powdered leaf mould. When the young plants are fairly well up and have two of their real leaves, transplant them all to stand 4 inches apart. Protect with straw for winter. From early spring you will enjoy a perfection of flowers such as you have never realized before.

**Its Faults.**—Invariably every flower goes to seed, and unless the seed-pods are removed the plant will soon exhaust. Therefore, it is absolutely imperative to pick the flowers of our pansy each day.

**No. 3100.** — **Fuld's Perfection Supreme.** Only giant flowers of exquisite colorings are contained in this blending.....Pkt., 50c

**No. 3110.** — **Fuld's Garden Blending.** This blending is offered because it contains millions of different faces, both in color and form..Pkt., 25c

**No. 3120** — **Mme. Ferrett.** The well-known wine-red pansy; the shades and combinations vary .....Pkt., 15c

### FULD'S GARDEN PANSIES

**No. 3150.** — **Pale Violet** .....Pkt., 15c  
**No. 3155.** — **Pure Yellow** .....Pkt., 15c  
**No. 3160.** — **Indigo Blue** .....Pkt., 15c  
**No. 3165.** — **Ivory White** .....Pkt., 15c  
**No. 3170.** — **Pure White** .....Pkt., 15c

## Bellis Perennis

Popular Name, **English Daisy.**

In England this plant is an absolute perennial, but with us in America it is only biennial. It is one of those pleasing spring flowers coming in bloom with the tulips, with which it can be artistically combined. The pink variety is just ideal to connect with the pink flowered Darwin Tulips.

**Its Culture.**—Sow seeds during July, not later, and when fairly well up transplant to another bed, allowing at least four inches between each plant. If you have a cold frame, sow and transplant in one and winter them in the same spot, with glass as protection; but if you rely on your garden only, protect the plants during the winter with straw and transfer the plants where wanted to bloom in the spring.

- No. 6400.** — **Giant White** .....Pkt., 25c  
**No. 6405.** — **Giant, vivid light pink** .....Pkt., 25c

Please observe that the strain I offer bears gigantic flowers, the equal of small asters. Order by number only.

## Fuld's Superb Double Hollyhocks

July would indeed be a dreary month in the garden were it not for the unusual gaiety of the Hollyhocks. But in order to have beautiful shades of colors and fine healthy specimens of plants we must re-sow them each year; and please do not use your own saved seeds, for they will only be poorer than what you have had.

Please observe that even though I offer seeds of double Hollyhocks, every package will produce some plants which are single, and only a certain percentage of the plants raised from seed are true to color.

Seeds sown in July will produce the best plants for wintering.

- No. 6925.** — **Fuld's Salmon King (Novelty).** Here is one of the most superb Hollyhocks that I have ever seen. The color is a radiant vivid salmon pink, so delightful and summer-breezy-like that you cannot help but admire it.....Pkt., 50c  
**No. 6927.** — **Mauve with violet center**.....Pkt., 15c  
**No. 6930.** — **Deep rose** .....Pkt., 15c  
**No. 6932.** — **Rose pink** .....Pkt., 15c  
**No. 6935.** — **Peach blossom** .....Pkt., 15c  
**No. 6937.** — **Salmon pink** .....Pkt., 15c  
**No. 6940.** — **Sulphur yellow** .....Pkt., 15c  
**No. 6942.** — **Pale primrose yellow**.....Pkt., 15c  
**No. 6945.** — **Creamy white** .....Pkt., 15c  
**No. 6947.** — **Flesh pink** .....Pkt., 15c  
**No. 6950.** — **Pure white** .....Pkt., 15c  
**No. 6960.** — **All colors blended**.....Pkt., 10c  
**No. 6970.** — **Allegheny.** A distinct American strain, with fig leaves and beautifully fringed blossoms, all colors blended.....Pkt., 10c

## Fresh Crop of Seeds of HARDY LARKSPUR

Crop 1917.

Nothing is more delightful to grow from seed than the "Delphinium" or "Hardy Larkspur," but in order to secure a good germination the seed must be absolutely fresh. The seed which I offer is not furnished until it is harvested by the grower, and according to his promises this will be some time in July.

- No. 6760. — Belladonna, true.** The Belladonna Larkspurs are undoubtedly the finest, the most desirable, the most graceful of all Delphiniums. Their loose-growing habit, the enormously large flowers (which one can admire individually here), the beautiful shade of silver-blue are all features in which this sort excels.....Pkt., 25c
- No. 6765. — Belladonna, dark blue.** All dark blue and in the true type .....Pkt., 25c
- No. 6770. — Formosum.** Plant grows 4 feet high and bears numerous solid spikes of a deep clear blue.....Pkt., 15c
- No. 6775. — — Coelestinum.** With sky-blue flowers.....Pkt., 20c
- No. 6800. — Chinensis Azurea.** Plants grow bushy, have fine Cosmos-like foliage, and bear a profusion of single Cornflower-blue flowers in loose sprays.....Pkt., 10c
- No. 6805. — — Porcean blue** .....Pkt., 10c
- No. 6810. — — Album.** White flowers.....Pkt., 10c

### DO YOU KNOW THE "VIRGINIAN BLUE BELLS?"

It goes under the botanical name of "Mertensia Virginica," and grows wild in the woods and hills of Michigan and Illinois.

Of all the wild flowers of America, there is none which in grandeur and beauty can approach this queen of the woods, and I have always felt that its place was in the garden, where its beauty could be admired by everyone. Last year I had the courage to ask the gardening public to plant it in the garden, and everyone who has adopted it has become my friend, for it is simply charming.

Its color is just a delight. From a clear rippling blue the flowers turn into a pink, some of both colors appearing in the same cluster.

The dormant roots are planted about six inches deep from the month of August on, all through the fall, and long before anything shows above the ground in April the healthy stalks of this plant peep through and grow to a height of 18 inches, dressed with fleshy, broad, oblong leaves. At the crown of the stalk an umbel of upright bell-shaped flowers appear about the 10th of May, and is in its glory about the 25th, just when Darwin Tulips make our gardens gay.

Let me tell you how I have employed this flower to greatest advantage in different gardens:

In one garden we planted large clusters of pink Darwin Tulips. We first planted Mertensias, fully 6 inches deep, 4 inches apart, in clusters of 25. We then covered them with 2 inches of soil and planted our Darwin Tulips right above them. They came up together. The Tulips, growing taller, flower fully six inches above the heads of the Virginian Blue Bells, and the combination of blue and pink was very charming.

In another garden the owner possessed a new swimming pool on the edge of extensive woods. He wanted it beautified. I employed several thousands of the Virginian Blue Bells, massed them in natural formation, and surely the effect this spring was stunning.

In still another garden I planted clumps of fifty and more under shrubs, evergreens, fruit trees, and really they were a delight.

It is without doubt one of the most satisfactory flowers in existence. Strong roots. Deliverable from August on.

Per 100, \$5.00; per 250, \$21.50; per 1,000, \$42.00

Not less than 50 sold.

# Fuld's Unique Offer of BEAUTIFUL AMERICAN WILD FLOWERS

(To be adopted for American gardens.)

**To the Public:** There is great uncertainty as to whether Holland bulbs—such as Hyacinths, Tulips, Jonquils, Daffodils and all those spring beauties—can reach our shores this fall. Since February 1st not a single shipment of Holland products has arrived. War or no war, we must have flowers in our gardens, and particularly so in the early spring, when our very souls yearn for the things that peep through the ground.

Do you know that we can make our gardens just delightful by using the very material that is nodding at our back door—the flowers which grow in the fields and woods? Some of them you have always bought, and thought you had a rarity.

Now, let me tell you it is not easy to collect wild flowers, for you can only collect them while dormant, and then you don't know how to find them. It is not easy, either, to dig them, and sometimes you spend a whole day and find but a handful.

But I have a friend who is an expert at this and he makes it a business, and being, therefore, at headquarters, I am able to offer them at remarkably low prices.

If you have a piece of woodland which you wish to beautify inexpensively, here is your opportunity to do so.

The roots are delivered at the time they are dug up and are shipped direct from the collector to the consumer; but it is not always possible to ship several sorts at one time.

Owing to the low cost of these things, no order for less than 25 of a kind is accepted.

The following list comprises "Perennials" only, which will take care of themselves, are absolutely hardy, and are so described that you can readily tell where to employ them in the garden.

	Per 100
<b>The Yarrow</b> ( <i>Achillea millefolium</i> ). It grows in the sun, thrives in the grass, has white flowers, and its blooming season is in June and July .....	\$4.00
<b>Sweet Flag</b> ( <i>Acornus calamus</i> ). Grows in moist spots, such as bogs, and is effective in June.....	4.60
<b>Baneberry White</b> ( <i>Actea alba</i> ). Loves shady ravines; has white flowers in May .....	9.00
<b>Baneberry Red</b> ( <i>Actea rubra</i> ). Red flowers.....	10.90
<b>Wild Garlic</b> ( <i>Allium canadense</i> ). Loves damp grounds; pure white flowers in July.....	3.80
<b>Lead Plant</b> ( <i>Amorpha canescens</i> ). Prefers open, sunny location; has violet flowers, in July.....	6.50
<b>White Anemone</b> ( <i>Anemone Pennsylvanica</i> ). Loves partial shade; has white cup-shaped blossoms from May till July.....	4.50
<b>Wood Anemone</b> ( <i>Anemone quinquefolia</i> ). Prefers partial shade; has white flowers from May till June.....	6.50
<b>Blue Anemone</b> ( <i>Anemone thalictroides</i> ). Flourishes in woods; white flowers from April till June.....	5.00
<b>Putty Root</b> ( <i>Aplectum hyemale</i> ). A splendid subject for a shady spot; with purple and yellow blossoms in June.....	14.00
<b>Canadian Columbine</b> ( <i>Aquilegia canadense</i> ). Will grow anywhere; fine for rocky, shady lanes, or in open sun; flowers red and yellow, May and June.....	6.00
<b>Wild Ginger</b> ( <i>Asanum canadense</i> ). Rich shades of violet, in April and May .....	4.50
<b>Red Milkweed</b> ( <i>Asclepias rubra</i> ). Loves the bright sun; red attractive flowers in July.....	8.00

	Per 100
<b>Swamp Milkweed</b> ( <i>Asclepias incarnata</i> ). Grows in open flats. Lilac flowers from July till September.....	6.00
<b>Butterfly Weeds</b> ( <i>Asclepias tuberosa</i> ). Loves sun; has showy umbels of orange blossoms in July and August.....	8.00
<b>False Indigo</b> ( <i>Baptisia bracteaeta</i> ). Prefers sunny situations; has yellow flowers in May and June.....	10.00
<b>White False Indigo</b> ( <i>Baptisia leucantha</i> ). White flowers in July..	10.00
<b>Yellow False Indigo</b> ( <i>Baptisia tinctoria</i> ). Open sun; yellow flowers in June and July. (Rare.).....	20.00
<b>Marsh Marigold</b> ( <i>Caltha palustris</i> ). Thrives in bogs; has yellow flowers from April till June: Clumps, from 1 to 3 plants each.....	8.00
Clumps, from 4 to 6 plants each.....	15.00
<b>Wild Hyacinth</b> ( <i>Camassia esculenta</i> ). This is one of the gems of the Am. Flora and will do credit to any American garden. In appearance it is just like a lovely loose spike of Hyacinths, in a delightful shade of pink. It grows fully 15 inches high and flowers in June. Will do anywhere in the garden.....	12.00
<b>Blue Bell</b> ( <i>Campanula rotundifolia</i> ). The well-known Scotch Blue Bell, which will grow in any location and flower from July till October.....	6.00
<b>Indian Paint Brush</b> ( <i>Castilleja coccinea</i> ). Who does not know this favorite of the woods? The flowers we used to seek as children. Why not gather all these favorites in our every-day garden?..	10.00
<b>Snakehead</b> ( <i>Chelone glabra</i> ). Loves moist spots, has spikes of white flowers from July till September.....	6.00
<b>Black Cohosh</b> ( <i>Cimicifuga racemosa</i> ). Will grow luxuriantly both in sun and shade. Long spikes of white flowers during June and July.....	10.00
<b>Lily of the Valley</b> (Native grown). While the war will last there will be no chance of importing the pips of this plant and in this instance the war is a blessing for we did not know that Lily of the Valley is as much an American flower as European. I offer them as individual pips at.....	4.00
and in clumps at \$3.50 per dozen.	
<b>Brown Lady's Slipper</b> ( <i>Cypripedium acaule</i> ). What is more beautiful than the Orchids of our woods? and I often wondered why we did not place them in our gardens. Grows in dry soil. Per buds.....	12.00
<b>Smaller Yellow Lady's Slipper</b> ( <i>Cypripedium parviflorum</i> ). Prefers bogs or moist situations. Per buds.....	8.00
<b>Large Yellow Lady's Slipper</b> ( <i>Cypripedium pubescens</i> ). Loves dry soil. Per buds.....	10.00
<b>Showy Pink Lady's Slipper</b> ( <i>Cypripedium Spectabile</i> ). The most beautiful of all. It loves moist soil and grows naturally in bogs. Per buds.....	12.00
The preceding four varieties of Lady's Slippers are sold by the bud and not the plant. Some plants may contain as many as six buds and of course would be charged as six while it appears as one plant only.	
<b>Shooting Star</b> ( <i>Dodecatheon media</i> ). Here again is an exquisite flower for the garden. The flowers themselves are more like cyclamen and of a handsome shade of pink. Flowers in May and June. Will grow anywhere.....	10.00
<b>Harbinger of Spring</b> ( <i>Eugenia bulbosa</i> ). Loves shade. Flowers of pink and white in April and May.....	9.00
<b>Western Wallflower</b> ( <i>Erysimum aspernum</i> ). A gem for the rockery. Is found wild on cliffs. Yellow flowers from May till July....	12.00
<b>Adder's Tongue Violet, White</b> ( <i>Erythronium albidum</i> ). Prefers shade. White drooping flowers in April and May.....	8.00
<b>Adder's Tongue Violet, Yellow</b> ( <i>Erythronium americanum</i> ). Yellow flowers.....	8.00
<b>Joe Eye Weed</b> ( <i>Eupatorium Purpureum</i> ). Loves rather low ground, but will succeed everywhere. Purple flowers from July till September.....	12.00

<b>Closed Gentian</b> ( <i>Gentiana Andrewsii</i> ). Loves a damp but sunny situation. Flowers from August till October.....	8.00
<b>Prairie Gentian</b> . Loves the open sunny spots and has beautiful blue blossoms in August and September.....	8.00
<b>Erect Crane's Bill</b> ( <i>Geranium carolinianum</i> ). This wild geranium loves to grow where the sun is part of the day and its pink star-like blossoms are a charm in May and June.....	6.00
<b>Crane's Bill</b> ( <i>Geranium maculatum</i> ). This variety which is also pink will grow anywhere.....	5.50
<b>Hepatica</b> ( <i>Hepatica acutiloba</i> .) This most popular flower is more than beautiful enough to adorn the finest of our gardens. This variety has pink flowers in April and May and prefers dense shade.	
Clumps containing 1 to 2 plants.....	3.50
Clumps containing 3 to 4 plants.....	6.00
Clumps containing 5 to 6 plants.....	10.00
Clumps containing 7 to 10 plants.....	15.00
<b>Bluets</b> ( <i>Honstonica coerulea</i> ). One finds this little gem in open woods with its beautiful blue blossoms in May.....	4.00
<b>Canadian Phlox</b> ( <i>Phlox divaricata</i> ). This plant has long been in our gardens, but we find we do not succeed with it well enough. It flourishes in damp woods and in such places it produces carpets of lilac blossoms in May and June.....	12.00
<b>Greek Valerian</b> ( <i>Polemonium Reptans</i> ). A plant which goes well in our May garden, showing its brilliant blossoms of rich blue. It grows best in rich soil and a shady location.....	5.00
<b>Solomon's Seal</b> ( <i>Polygonatum Biflorum</i> ). Those beautiful leaves with its slender stalks of long, bell-shaped, greenish-white flowers are to me just as attractive as any flower in the garden. It must be grown in shade.....	6.00
<b>Giant Solomon's Seal</b> ( <i>Polygonatum Giganteum</i> ). Immense leaves and gigantic flowers.....	12.00
<b>Blood Root</b> ( <i>Sanguinaria canadensis</i> ). Every child knows this cherished wild flower and we love it in the woods, but why not closer to our homes?.....	5.00
<b>Bouncing Bet</b> ( <i>Saponaria officinalis</i> ). This prosperous daughter of the prairie will grow in any kind of soil, but loves the sun. Its stalks of pink flowers appear from July till October.....	6.00
<b>Yellow Poppy</b> ( <i>Stylophorum diphyllum</i> ). The yellow poppy-like flowers always greet the traveller along the woody country sides or marshes, and how we love to see this sure sign of spring .....	20.00
<b>Tall Meadow Rue</b> ( <i>Thalictrum polygamum</i> ). This tall stately plant gives a most charming effect when planted in open woods. Its heads of spreading white flowers are as graceful as anything can be .....	4.00
<b>Crested Iris</b> ( <i>Iris cristata</i> ). This beautiful blue Iris prefers some shade, but will do as well in the open.....	12.00
<b>Dwarf Blue Iris</b> ( <i>Iris pumila</i> ). Even now we find it in all good gardens where at the edges of borders or on rockeries it is a gem .....	4.00
<b>Dwarf Yellow Iris</b> ( <i>Iris pumila sulphurea</i> ). The same as the foregoing in yellow.....	6.00
<b>Dwarf Iris</b> ( <i>Iris verna</i> ). A very dwarf specie with violet blue flowers in April and May.....	12.00
<b>Wood or Wild Red Lily</b> ( <i>Lilium philadelphicum</i> ). We all love the lilies, but always find trouble in growing them successfully. We can have greater assurance of success if we adopt our native lilies. The variety offered here prefers an open wood or half-shaded position in the garden. Its orange red blossoms are effective in June.....	8.00

<b>Turk's Cap Lily</b> ( <i>Lilium superbum</i> ). One of the best of our native lilies. Thrives in woods or on the edges, in shrubbery, between Rhododendrons and when grown well sends its spikes up to 8 feet with scores of attractive blossoms.....	10.00
<b>Cardinal Flower</b> ( <i>Lobelia cardinalis</i> ). Must be grown in moist, rich soil. Next to water spots it is charming.....	8.00
<b>Two-leaved Solomon's Seal</b> ( <i>Melanthium canadense</i> ). A very attractive rarity .....	8.00
<b>Common Evening Primrose</b> ( <i>Oenothera biennis</i> ). Its bright golden flowers are cheerful. Flowering season from June till September .....	6.00
<b>Northern Evening Primrose</b> ( <i>Oenothera muricata</i> ). This loves the sun and flowers from July until August.....	8.00
<b>Showy Evening Primrose</b> ( <i>Oenothera speciosa</i> ). Extremely showy with pinkish white flowers in May to July.....	4.00
<b>Large White Trillium</b> ( <i>Trillium Grandiflorum</i> ). The wood lily with its caste white blossoms. If grown in shady lanes under shrubbery with good soil it is a gem and will bear flowers twice the size as in the wood. Extra selected first size tubers	5.00
<b>Dwarf White Trillium</b> ( <i>Trillium nivale</i> ) Loves deep shade.....	6.00
<b>Brown Trillium</b> ( <i>Trillium recurvatum</i> ).....	5.00
<b>Blue Verbena</b> ( <i>Verbena hastata</i> ). This beautiful flower is found growing in sods, so that it can be grown in the open right in the grass. Its purple flowers appear from July till September	5.00
<b>White Violet</b> ( <i>Viola blanda</i> ). All the wild violets are desirable and should be grown in masses.....	8.00
<b>Canada Violet</b> ( <i>Viola canadensis</i> ). The yellow violet.....	12.00
<b>Palm Leaved Violet</b> ( <i>Viola palmata</i> ). Has blue flowers.....	8.00
<b>Common Blue Violet</b> ( <i>Viola papilionacea</i> ).....	4.00
<b>Bird's Foot Violet</b> ( <i>Viola pedata</i> ). This grows in clumps, with beautiful blue blossoms. Small clumps.....	10.00
<b>Two-Colored Bird's Foot Violet</b> ( <i>Viola pedata bicolor</i> ). The flowers are both light and dark blue.....	15.00
<b>Common Yellow Violet</b> ( <i>Viola pubescens</i> ). The common yellow violet .....	5.00

## FERNS

These will be shipped in the fall.

We all love the hardy ferns and no garden is without the ideal spot where they will do well.

<b>Maiden Hair</b> ( <i>Adiantum pedatum</i> ). Heavy plants.....	10.00
<b>Christmas</b> ( <i>Aspidium acrostichoides</i> ) (Evergreen).....	7.00
<b>Goldie's Fern</b> ( <i>Aspidium Goldianum</i> )..... Per dozen	3.00
<b>Evergreen Wood Fern</b> ( <i>Aspidium marginale</i> ).....	8.00
<b>Spinulose Wood Fern</b> (Evergreen) <i>Aspidium spinulosum</i> .....	8.00
<b>Marsh Fern</b> ( <i>Aspidium Thelypteris</i> ).....	8.00
<b>Narrow Leaved Spleenwort</b> ( <i>Asplenium augustifolium</i> ).....	15.00
<b>Lady Fern</b> ( <i>Asplenium Felix-foemina</i> ).....	8.00
<b>Bulblet Eladder Fern</b> ( <i>Cystopteris bulbifera</i> ).....	5.00
<b>Fragil Bladder Fern</b> ( <i>Cystopteris fragilis</i> ).....	5.00
<b>May-Scented Fern</b> ( <i>Dicksonia punctilobula</i> ).....Single plants	5.00
<b>Sensitive Fern</b> ( <i>Onoclea sensibilis</i> ).....	6.00
<b>Ostrich Fern</b> ( <i>Onoclea struthiopteris</i> ).....	12.00
<b>Cinnamon Fern</b> ( <i>Osmunda cinnamomea</i> ).....	10.00
<b>Interrupted Fern</b> ( <i>Osmunda Claytoniana</i> ).....	12.00
<b>Royal Fern</b> ( <i>Osmunda regalis</i> ).....	12.00
<b>Purple Cliff Brake</b> ( <i>Pellaea atropurpurea</i> ).....	15.00
<b>Eagle Fern</b> ( <i>Pteris aquilina</i> ). Brake.....	12.00
<b>Broad Beech Fern</b> ( <i>Phegopteris hexagonoptera</i> ).....	6.00
<b>Blunt Lobed Woodsia</b> ( <i>Woodsia obtusa</i> ).....	10.00

## BOOKS ON WILD FLOWERS

There are two excellent publications available on this subject, and these will give you all further necessary information. The books are known as follows:

Wild Flowers East of the Rockies, by Chester A. Reed.

How to Know Wild Flowers, by Mrs. Wm. Starr Dana.

If you are unable to procure these in your home town, let me know and I will gladly get them for you.

No extra charge for this service.

## NEW COLORED GIANT FREESIAS

The product of an American grower, Mr. Emil Fardel.

The gardening public will hardly realize the great achievement of this American Hybridizer, from whom we may expect even much more in the future.

Colored Freesias are not new and have been catalogued by Von Tubergen for a number of years, but all of his introductions were of inferior quality when compared to the best of the existing white forms. The flowers were small, the colors not distinct, and so the general public did not accept them with great favor.

Mr. Fardel has not only given the Colored Freesias size and substance, but he has produced colors never before known in flowers.

All the pastelle shades one can imagine are found in his collection. It is utterly impossible to describe all the shades existing, but to give the public a mere hint I desire to say that I have actually seen every shade of pink, mauve, violet, yellow, orange and some exquisite odd shades as amethyst, crushed strawberry, old gold, wistaria, etc., etc.

Freesias in order to flower well should be potted either in July or August, and even then it will be January before they bloom.

Never grow less than 12 bulbs in a 6-in. pot or 25 bulbs in an 8-in. pan.

Bulbs will be delivered in July.

Strong flowering bulbs, \$1.00 per dozen, \$6 per 100.

## APHINE

No garden can do without this insecticide and in order that you know its uses let me ask you a few questions.

Do you find the young buds of your roses overrun by a tiny green louse and when you look at the leaves they appear like tissue, and you find underneath the same louse holds a garden party?

Do you notice the same louse, which is botanically known as "Aphis" on your pea vines, both edible and flowering peas?

Do you notice a black louse on the leaves and stems of the Nasturtium vines?

Do you note a tiny black insect on your hardy Chrysanthemums?

All these troubles you can overcome in a jiffy if you spray every few days with "Aphine." Per quart, \$1.50; per gallon, \$4.00

## FUNGINE

Did you ever step out into the garden and look at your rose leaves which were lustrous on the yesterday to find them looking today as if coated with gray? If you do not attend to them they will turn yellow and fall off.

Do the leaves of your Phloxes turn yellow and brown?

Do some of your Aster, Snapdragon, Stocks and other flowers wilt over night?

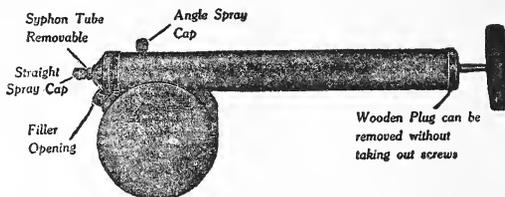
These are all troubles you can prevent if you spray your plants once a week with Fungine. Per quart, \$1.50; per gallon, \$4.00

## The Auto Sprayer

Of all the sprayers which are offered to-day and which are for practical garden use, this one stands pre-eminently at the head of the list.

It is designed for the amateur gardener, available in handy sizes, and really is more serviceable than any other. We offer it in two distinct forms.

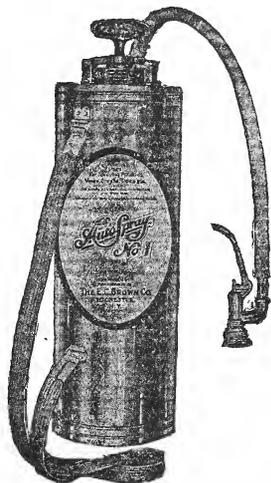
Whenever spraying is required just on a few plants at a time, the **Auto Hand Sprayer** will, no doubt, fill the bill (see illustration).



**Auto Hand Sprayer No. 37**

**No. 37E.** Holding one-half gallon; tin pump, brass tank.....Each, \$3.00  
For extensive use we recommend

## The Auto Sprayer No. 1



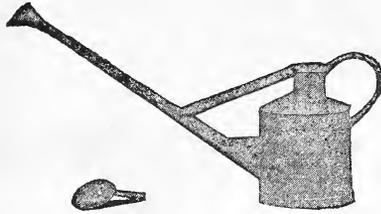
The standard of all compressed-air sprayers; made of heavy brass with a tank of 4 gallons capacity. Weight, empty, 9 pounds; weight, filled, 37 pounds; height, 2 feet. It is equipped with a carrying strap, so it can be thrown over the shoulder; a fine spray nozzle, solid stream cap and either stop-cock or autopop nozzle. Two or, at most, three pumpings will discharge the contents of the tank under high pressure. After pumping, simply direct the spray.

**No. 1B.** Brass, equipped with hose and "Autopop" attachment. This attachment controls the flow instantly by pressure of the hand.....**\$9.50**

Brass 90 degree elbow to enable to spray the underside of leaves.....**\$1.00**

## Fuld's "IDEAL" Watering Pot

Especially designed for me for the purpose of watering seed beds, flats, hotbeds, or plantings of freshly transplanted young plants.



There are many reasons why amateurs fail in getting a good stand of plants when sowing seeds and after years of observation I have come to the conclusion that it is entirely due to the improper method of watering, for when you water in the usual way you are washing the soil from the seed, exposing the latter to the air and no seed can germinate when dry. This fault I find lies with the construction of the watering pot and its rose. The latter mainly.

With the assistance of a watering pot manufacturer I am now able to offer to the gardening public a new style of watering pot and rose, which is not only manufactured of the very best material, to last for years, but its rose is so different that it is a radical departure from the old-fashioned.

Instead of facing you it sits upright and when watering goes first into space and then downward in a most gentle way and in this manner does not disturb the least morsel of soil. Price, \$3.00 each

## DO THE BEETLES EAT UP YOUR ASTERS?

Of all the disappointing features in the garden, I know of nothing more vexing than if you have grown your asters (which often is a problem at that) up to the point to reward you with a splendid crop of flowers and you pray for the morrow to come so you can cut to your heart's content once more hundreds of those cherished blossoms and to-morrow comes and you did not rise early enough and lo—behold your plants and flowers are just covered with a horrid large, black insect which has eaten part of every flower petal so that there is not a perfect flower in your garden. Why, you are ready to use some very severe language and you wonder what you can do to get rid of this pest and save the rest of the blossoms. And you look up your seed books and you cannot find a single remedy to kill the insect, and to be frank with you, I have never known one to be effective. **But I have one now**—and I am happy to announce this to the gardening world, and more so, it is easily applied, and still more, it keeps the beetle away, so for once in your life you can enjoy every flower you want without staying up all night to accomplish it.

This new remedy is called

### "Fuld's Beetle Chaser"

It is in powder form and is simply dusted on the ground as soon as the buds of the flower develop and once more when the flower colors, and again when the crop is at its best. Not a single beetle will appear.

This remedy comes in one pound boxes and one box is enough for a bed of 10 x 3.

Per pound box, \$1.00 if shipped by express, or \$1.10 if wanted by mail.

## Water Your Plants Intelligently

When we consider the importance of water to ourselves as a matter of food, and then realize that fully nine-tenths of the life of a plant depends on water, we can reason the advisability of giving water to them in the most intelligent way.

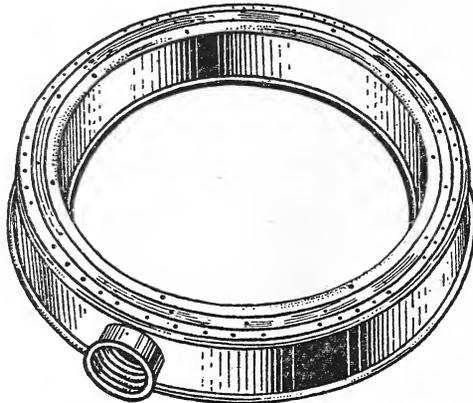
We know how Nature provides with rainfall and plants seem to like it, and so why not do all our watering in this way at all times.

The "Niagara" Sprinkler, which is illustrated here, will do this very work for us.

The water falls to the ground in a thick mist or vapor; for this reason neither flooding nor soaking, but distributing the water evenly, and not injuring the most delicate of plants and flowers.

The construction is so simple that it is impossible to put it out of order. It is made of heavy brass and should last a lifetime. Its spray will cover an area of from 30 to 40 feet. \$1.25 each

If wanted by mail add 10c. for mailing.



"NIAGARA"

# FLOWER LORE

By Maurice Fuld

It is just a year ago that this new publication first saw the light of day. It is still a child, but one which is more than robust for its tender age. It is growing, and growing fast—and why?—because the public want it, and more, it needs it.

This publication of mine deals exclusively in gardening as practised by the amateur. It is practical, original and unique.

It never repeats a single subject, so you need it from the beginning.

Read what others have to say about it:

"I would like to thank you for all the pleasure you have given me, for I read each month your little magazine with the greatest delight and the next number cannot come too soon."

" . . . . . But I feel as though I owed you a great deal more for 'Flower Lore' than you are charging. I would not be without it, knowing what it is, if the subscription price were advanced to \$5 per year."

"I want to tell you how much I appreciate and enjoy the splendid information you give your readers every month. Your magazine is a joy. It is different."

"I am delighted with 'Flower Lore,' and consider it the best garden magazine I have seen, as it contains real information."

"Your magazines are intensely interesting and clear, and should make gardening easy for anyone."

"Thank you for 'Flower Lore' just received. Though I have a garden I am an ignoramus. I have bought dozens of books, have taken the ——— Magazine for years, but never, never have I had in my hands anything so perfect for my needs as your 'Flower Lore.' I have never known how to divide and propagate, etc., cannot afford a real gardener, and 'Flower Lore' must be a real help to me I know. This morning I have found it most fascinating."

"I find your publication so practical, suggestive and helpful, I am glad to recommend it to others interested in gardening."

"We are greatly enjoying your publication, and you are certainly giving the people the kind of information that has long been desired, and I certainly hope you will make a grand success of your venture."

"Enclosed you will find my remittance for your new magazine, 'Flower Lore,' and I want at this opportunity to thank you again for a very delightful evening last winter when you made us forget the cold blast and live in anticipation of our garden beauties. If twelve months of association is in the same measure as those few hours I have 'something coming'."

"I find 'Flower Lore' the most instructive and helpful garden magazine I have seen so far."

"I have enjoyed the little magazine immensely and have learned many things from it that have been so very helpful to me."

I am so confident that if you will see my publication you would feel that you could not do without it. For this reason I am willing to send the complete Volume No. 1 on approval.

Subscription to "Flower Lore," Volume No. 2, \$1 per year. Artistic self-binder, 50c. additional.

Complete Volume No. 1, unbound, \$1.00.

Complete Volume No. 1, bound, \$1.50.

Each volume begins with July and ends with June.

# VEGETABLE LORE

By Maurice Fuld

Millions of amateurs have taken up Vegetable Gardening this year for the first time, and when the year is up they will realize that they have much to learn as yet about it.

It is for this reason I have decided to publish an additional monthly magazine, devoted exclusively to the subject of Vegetable Gardening by the amateur.

The first number has appeared in July. I will gladly mail you a sample copy if you say the word.

Subscription, \$1.00 per year.

Artistic self-binder, 50c. extra.

## Would You Like to Enjoy Your Garden with a Blaze of Color in October?

I can read "yes" as the answer of every reader, for it is the one month when we naturally seek flowers and invariably have none.

There are really two seasons of the year when the gardener's soul yearns for flowers and that is the first thing in spring and the last thing in the fall. We can easily provide for the former but we are at our wits ends when it comes to the latter. Of course we know we can have Cosmos and Dahlias and Chrysanthemums and we would like other flowers as well, but you see we have not the space for them.

And here I come along and tell you that you may enjoy all your favorites of June, July, August and September and still make your garden appear like a veritable fairyland in October and a final farewell of the season.

Of course you are anxious now to know how it is done.

Are there not plenty of spots in your garden, where some of the earlier flowers have passed by like Larkspur, Foxgloves, Campanulas, Anchusa, Oriental Poppies, etc., and for the benefit of these plants they really should be cut down. Further do you not find difficulty in filling spots where Darwin Tulips have flowered or Canterbury Bells were a little while ago.

My suggestion now is to fill all these vacant spots with the plants offered below, which of course I can furnish at once and so you see if they are well distributed over the garden they will make the effect of a blaze of color all over the garden and not alone in the one spot as they appear now.

## NEW HARDY CHRYSANTHEMUMS

Growing in Pots and Properly Shaped to Be Planted Now in the Garden for October Blooms.

	Each	Dozen
<b>Fair Queen</b> , a true pompon of splendid habit and growth, and of a most exquisite shade of pink. This variety is entirely new and a treat to all lovers of flowers; beautiful.	\$0.25	\$2.50
<b>Golden West</b> , new golden yellow, pompon shape.....	.25	2.50
<b>Dreamer</b> , new, pure white.....	.25	2.50
<b>Source D'Or</b> , deep orange, a rich shade previously not known in Chrysanthemums .....	.25	2.50
<b>Baby</b> , this the tiny button sort with yellow flowers.....	.25	2.50



